

## **Alberta Conservation Association 2017/18 Project Summary Report**

**Project Name:** Website Maintenance and Development

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Colin Eyo

**Primary ACA staff on this project:** Colin Eyo, Kelley Stark, and Rhianna Wrubleski

**Partnerships:** N/A

### **Key Findings**

- About 500,434 page views of our website between April 1, 2017, and March 31, 2018.

### **Introduction**

Alberta Conservation Association's (ACA) website provides an accessible gateway to information about our work using current technology to engage users. It is perhaps the primary platform we use to work toward increasing our profile in Alberta, one of the long-term goals of ACA's 10-year Strategic Business Plan.

### **Methods**

We continually monitor and update website content to ensure that the most recent and accurate information is provided and that all links, downloads, and postings are valid and functional. We also focus on always implementing search engine optimization practices.

### **Results**

In 2017/18, the ACA website achieved approximately 500,434 page views, with the average user spending 2:05 minutes per visit.

### **Conclusions**

The ACA website is a convenient and valuable tool to profile ACA conservation projects, member groups, and publications.

### **Communications**

- ACA website ([www.ab-conservation.com](http://www.ab-conservation.com))